

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A method of using a plurality of Universal Resource Locator (URL) names to identify a first individual, within an ~~[[i]]~~Internet~~[[-]]~~ connected application executing on a processor, the method comprising:
 - providing the plurality of URL names to multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second level domain name, the third level domain name being a representation of a name of the first individual, wherein at least one of the plurality of URL names has a file suffix;
 - providing a first profile of the first individual to a first web page accessible using Internet http addressing with a first URL name of the plurality of URL names;
 - providing a second profile of the first individual to a second web page accessible using Internet http addressing with a second URL name of the plurality of URL names;
 - providing a third profile of a second individual to a third web page accessible using Internet http addressing with a third URL name of the plurality of URL names;
 - inputting, on a local machine, the first URL name, the second URL name, and the third URL name into the Internet connected application to obtain an inputted first URL name, an inputted second URL name, and an inputted third URL name;
 - ~~extracting~~ deriving at least one identity of the first individual based on the third level domain names and the second level domain names of the inputted first URL name~~[[,]]~~ and the inputted second URL name; ~~[[and]]~~
 - ~~consolidating~~ organizing, ~~following the deriving,~~ data associated with the first profile, the second profile, and the third profile according to the at least one identity to obtain consolidated data; ~~and in the Internet connected application~~
 - displaying, through the Internet connected application, the consolidated data together with at least the inputted first URL name and the inputted second URL name,

wherein the consolidated data comprises data found in the first web page corresponding to the first inputted URL name.

2. (Cancelled)

3. (Previously Presented) The method of claim 1 applied toward eCommerce,
wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within an eCommerce site.

4. (Previously Presented) The method of claim 1 applied toward employment,
wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within an employment site.

5. (Previously Presented) The method of claim 1 applied toward matchmaking,
wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within a matchmaking site.

6-11. (Cancelled)

12. (Previously Presented) The method of claim 3, wherein the second individual is identified using the third level domain name and the second level domain name associated with the at least one identity within the eCommerce site.

13. (Previously Presented) The method of claim 5, wherein the second individual is identified using the third level domain name and the second level domain name associated with the at least one identity within the matchmaking site.

14. (Previously Presented) The method of claim 1 applied toward contact management, wherein the first individual is identified using the third level domain name and the second level domain name associated with the at least one identity within a contact management application.
15. (Previously Presented) The method of claim 14, wherein the second individual is identified using the third level domain name and the second level domain name associated with the at least one identity within a contact management application.
16. (Currently Amended) The method of claim 1, further comprising
retrieving at least a portion of the first profile, the second profile, and the third profile from
the first web page, the second web page, and the third ~~profile~~web page into the
Internet connected application.
17. (Previously Presented) The method of claim 1, wherein organizing the first profile, the second profile, and the third profile comprises consolidating a first data field of the first profile with a second data field of the second profile if the third level domain names of the first URL name and the second URL name are identical, the second level domain names of the first URL name and the second URL name are identical, and the first data field and the second data field consist of same data, and wherein the consolidation comprises removing a duplicated data.
18. (Previously Presented) The method of claim 1, wherein organizing the first profile, the second profile, and the third profile comprises prioritizing a first data field of the first profile and a second data field of the second profile if the third level domain names of the first URL name and the second URL name are identical, the second level domain names of the first URL name and the second URL name are identical, and the first data field and the second data field consist of different data.
19. (Previously Presented) The method of claim 1, further comprising:
searching a plurality of data fields of the first profile, the second profile, and the third profile based on the at least one identity of the first individual.

20. (Previously Presented) The method of claim 1, further comprising:
storing the inputted first URL name, the inputted second URL name, the inputted third URL name, and the at least one identity of the first individual on a web server.
21. (Previously Presented) The method of claim 1, further comprising:
storing the inputted first URL name, the inputted second URL name, the inputted third URL name, and the at least one identity of the first individual on a local device running the Internet connected application.
22. (Currently Amended) The method of claim 1, further comprising:
storing at least a portion of the first profile and the second profile in the Internet connected application after the consolidating ~~organizing~~.
23. (Previously Presented) The method of claim 1, wherein the second level domain name of the inputted first URL name of at least one of the plurality of URL names and the inputted second URL name of at least one of the plurality of URL names is different.
24. (Previously Presented) The method of claim 1, further comprising:
communicating a brand identity of the first individual from the internet connected application based on the at least one identity of the first individual.
25. (Previously Presented) The method of claim 1 wherein the plurality of URL names are configurable to append web access prefixes to form an internet link to an eCommerce profile of the first individual.
26. (Cancelled)
27. (Cancelled)
28. (Currently Amended) A method of using a plurality of Universal Resource Locator (URL) names to brand one or more organizations associated with a plurality of individuals, comprising:
providing the plurality of URL names on multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second

- level domain name, wherein the third level domain name is a representation of a name of each of the plurality of individuals, wherein at least one of the plurality of URL names has a file suffix;
- inputting, on a local machine, the plurality of URL names into an Internet connected application to obtain a plurality of inputted URL names, wherein the plurality of inputted URL names comprises a inputted first URL name, ~~[[and]]~~ an inputted second URL name, and an inputted third URL name, wherein the second level domain name and the third level domain of at least two of the plurality of inputted URL names are identical;
- ~~extracting~~ deriving a first identity of a first individual of the plurality of individuals based on the third level domain name and the second level domain name of the plurality of inputted first URL names in the Internet connected application;
- ~~extracting~~ deriving a second identity of a second individual of the plurality of individuals based on the third level domain name and the second level domain name of the plurality of inputted ~~second~~ URL names in the Internet connected application;
- identifying the one or more organizations associated with the first individual based on the second level domain name of the plurality of inputted ~~first~~ URL names in the Internet connected application and the second individual based on the second level domain name of the plurality of inputted ~~second~~ URL names in the Internet connected application;
- determining a first activity rating of the one or more organizations ~~in the Internet connected application~~, wherein the first activity rating is associated with the first identity; and
- assigning a brand rating to the one or more organizations based on the first activity rating.
29. (Currently Amended) The method of claim 28, further comprising:
- determining a second activity rating of the one or more organizations ~~in the Internet connected application~~, wherein the second activity rating is associated with the second identity, and

deriving a combined activity rating of the one or more organizations based on the first activity rating and the second activity rating.

30. (Previously Presented) The method of claim 28, wherein the second level domain name of the inputted first URL name and the inputted second URL name is different.

31. (Currently Amended) A computer readable medium, embodying instructions executable by a computer to perform method steps for using a plurality of Universal Resource Locator (URL) names to identify an individual within an ~~[[i]]~~Internet connected application, the instructions comprising functionality to:

provide the plurality of URL names to multiple domain name servers, wherein each of the plurality of URL names comprises a third level domain name and a second level domain name, the third level domain name being a representation of a name of the first individual, wherein at least one of the plurality of URL names has a file suffix;

provide a first profile of the first individual to a first web page accessible using Internet http addressing with a first URL name of the plurality of URL names;

provide a second profile of the first individual to a second web page accessible using Internet http addressing with a second URL name of the plurality of URL names;

provide a third profile of a second individual to a third web page accessible using Internet http addressing with a third URL name of the plurality of URL names;

input, on a local machine, the first URL name, the second URL name, and the third URL name into the Internet connected application to obtain an inputted first URL name, an inputted second URL name, and an inputted third URL name;

~~extract~~ derive at least one identity of the first individual based on the third level domain names and the second level domain names of the inputted first URL name~~[[,]]~~ and the inputted second URL name; ~~[[and]]~~

consolidate or~~organize,~~ following the step to derive, data associated with the first profile, the second profile, and the third profile according to the at least one identity to obtain consolidated data; and~~in the Internet connected application~~ displaying, through the Internet connected application, the consolidated data together with at least the inputted first URL name and the inputted second URL name, wherein the consolidated data comprises data found in the first web page corresponding to the first inputted URL name.

32. (Previously Presented) The computer readable medium of claim 31, wherein the second level domain name of the inputted first URL name of at least one of the plurality of URL names and the inputted second URL name of at least one of the plurality of URL names is different.